

METHOD AND APPARATUS FOR DETERMINING BEHAVIORAL  
PROFILE OF A COMPUTER USER

Abstract of the Invention

Computer network method and apparatus provides  
5 targeting of appropriate audience based on psychographic or  
behavioral profiles of end users. The psychographic  
profile is formed by recording computer activity and  
viewing habits of the end user. Content of categories of  
interest and display format in each category are revealed  
10 by the psychographic profile, based on user viewing of  
agate information. Using the profile (with or without  
additional user demographics), advertisements are displayed  
to appropriately selected users. Based on regression  
analysis of recorded responses of a first set of users  
15 viewing the advertisements, the target user profile is  
refined. Viewing by and regression analysis of recorded  
responses of subsequent sets of users continually auto-  
targets and customizes ads for the optimal end user  
audience.